MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

BBB1014 – UNDERSTANDING MANAGEMENT

(All Sections/Groups)

4 MARCH 2020
2.30pm-4.30pm
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 1 page with 4 questions only.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

(a) Briefly explain **FIVE (5)** elements of the external environment of an organisation.

(15 marks)

(b) Explain with examples **FOUR (4)** elements of the internal environment of an organisation.

(10 marks)

(Total: 25 marks)

QUESTION 2

(a) Explain **THREE (3)** types of decision making conditions that a manager has to make.

(15 marks)

(b) Briefly describe **FIVE (5)** challenges in decision making.

(10 marks)

(Total: 25 marks)

QUESTION 3

(a) Change cannot be avoided. Describe **FOUR (4)** areas change can happen in an organisation.

(10 marks)

(b) Explain **FIVE (5)** ways managers can overcome the resistance to change.

(15 marks)

(Total: 25 marks)

QUESTION 4

(a) Communication is important to an organisation. What are **FOUR (4)** characteristics of a valuable information?

(10 marks)

(b) Identify and explain **FIVE (5)** dimensions of non-verbal communication.

(15 marks)

(Total: 25 marks)

End of Paper